



## Speaking Health: It will be the Salmon® that Destroy our Oceans

The greatest dangers are the future dangers. There is greater truth to the possibilities of genetically-modified crops devastating modern agriculture as we know it, with the potential demise of society and culture as we know it—or, genetically-modified fish wiping out the plentitude of life in the sea, than there is to the probabilities being put forth every year by vaccine manufacturers and government health departments. Both should be great fears—neither is predictable—both should be prepared against and all should be taken seriously. Neither is more profound than the other. Yet, as we are led to stand in line for the flu shots, we are told with expert assurance that the genetically-modified concerns are frivolous and not worthy of even the most cursory of conversation.

### **Balderdash!**

*Achoo!* Political manipulation. Capitalist control of the message: smooth, cunning, diabolical, wrong

As an industry, we should be as loud and irreverent as we need to be about the tripe that is being thrust down our economies gullet about the “safety” of genetically-modified fish and other animals. Last month there were hearings on Capitol Hill that were just the political theater that Washington is so famous for—the appearance of governmental oversight and concerns for consumer health—as the road to genetically-modified salmon is already plotted, market projected and IPO-capital-generated “in the bag.” The big fish of Congress has already been caught, just a few more “contributions,” and we are in a new age: FrankenSalmon. Probably sold as FrankenSalmon® “good for ya” by key “Dancing with the Stars” and smiling sports stars.

I am irate. And I cannot fathom why every one of us who have dedicated our lives to natural foods is not up in arms.

As the political circus of modern American politics morphs at warp speed into Jerry Springer, there has to be a competing undercurrent of speaking truth to power. People are not clamoring for genetically-modified salmon, and we are being told every day that there is plenty of salmon: so where is the truth?

In listening to hours of politicking on the subject, I am sick to my stomach but I also cannot help but wonder why there is never a conversation about the motives of those so-called “well-intentioned” people who have spent valuable time and money to make this

patentable artificial food source? Will these people pass over their good science to future generations, or can it be that for every piece of man-altered salmon sold, some clever investors will make a cool profit?

We are in strange times, and in times where every day there is an agenda by some schemers to make a lifetime of wealth—if only they can hurdle the low bar of governmental oversight. The judge: the over-worked, underfunded, scientifically-blinded FDA. The jury? Asleep at the wheel. Genetically-modified salmon is the symbol of what is wrong with food safety in our lifetime. As the facts encompassing the rules that define certified-Organically grown are being watered down, and now this—shouldn't you be alerting your clientele to the dangers in their future?

### **Salmon**

Salmon are a noble fish. Their treks homeward to spawn are the symbols that haikus are written about. I have questioned before the national presumption that we have plenty of salmon off our shores, and I continue to do so today.

To me, it has always been an indigenous rights issue: the rights of Oregon's American Indian tribes (the Shasta, Kallapuya, Molalla, Umpqua, Siuslaw, Klamath, Umatilla, Coquille, northern Paiute, Modoc, Clatsop, Nehalem, and Snake Indians) to live with the salmon that defined their heritage; and the Washington State Indians (the Skagat, Makah, Kalispel, Lummi, S'Klallam, Colville, Quileute, Puyallup, Nisqually, Sauk-Suiattle, Nooksack, Chehalis, Chinook, Quinault, Snohomish, Snowqualmie, Skyhomish, Samish, Squaxin, Swinomish, Kikiallus, Susquamish, Snoqualmie, Stillaquamie, Hoh, and Cowlitz) all of whom have had to accept the obliteration of their traditional fishing grounds. It has been said that it was just inevitable that millennia of fertile salmon fish grounds would disappear in 100 years of the voracious American diet, but I see the destruction of continental American salmon supplies as being replicated by the unacknowledged overharvest of Alaskan salmon today.

In Alaska, the salmon fisheries are regulated under the jurisdiction of the Alaskan government, not the U.S. Federal Government. Sustainability, measured more by the number of boats allowed to fish rather than precise calibration of the spawning areas

(freshwater rivers, streams and lakes) can be problematic when the organizations monitoring the catch are motivated themselves by the outcome of the oversight. Alaska depends upon the fish it catches now: politicians make decisions for jobs now, not future generations. This is a critical monetary harvest for a major industry in a state where jobs are few and income is desperate: Alaska receives \$3,145 per capita in federal stimulus dollars, the most in the nation—used to be called “Stevens dollars” in a State known for building roads to nowhere just to get more money in their coffers. I have greater trust in the Indian assessments of salmon species' health!

Facts are facts. Alaskan Indians are closing salmon fishing sheds upstream as their livelihood disappears—no salmon are returning home to spawn. You do the math: no upstream new births, no future generations. The information is there if you want to find it!

And so, as the politician conveniently talks out of both sides of his/her mouth (distrust the politician, even in our industry!), simultaneously saying that our Alaskan salmon harvest is fine, and that our massive salmon fishery industry thrives, but that we need to invest in patented salmon foodstuffs to survive. Compared to other fish where the science of measuring biomass and therefore speculating on fish sustainability status defines parameters, there are no Biomass metrics for salmon. Speculation can always be made political.

We are led to believe all is safe because of the numbers: today they can say they harvest 10-30 million of one of the 7 species of salmon in a three week period. Forget those numbers, accumulated by pencils at desks far away: think of the source; think of another large animal that cannot be regenerated overnight; think of the buffalo!

Poor salmon: a pawn in a game of profit.

### **The Need for a “Better Salmon”**

Let me tell you a few things about the new salmon that will be on your plates (unknowingly) in your lifetime: unlabeled FrankenSalmon. Here is how this fish was “created.” One company, AquaBounty Technologies, manipulated genes from one variety of salmon by adding growth hormones from an eel (salmon would never breed with eels: this should be enough

## Salmon®

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for outrage!! Talk about playing God!?) and created a fish that has none of the life patterns of a regular fish, and which grows to be gigantically larger than a normal real salmon. "Modified genes."



Wild salmon switch on their growth hormones twice a year to eat with zest at the times that evolution has dictated. Their growth hormones are "on" in the Spring and Summer, and they are "off" in the other seasons when food is more scarce. The regulatory genes of these FrankenSalmon are changed, and they eat and grow all year round—and are therefore monster-sized, which the "manufacturers" love. More meat: more profit.

The proposal is that these fish will be grown in enclosed covered places—the original research was conducted in Canada but the farms will be with cheaper labor in Panama (at the crossroads of two oceans)—and the assertion is that these fish will never inter-breed with wild species. This flies in the face of facts about the concerns already manifested over farm-raised salmon and wild interacting; or the problems caused by silver carp escaping fish farms in Illinois and devastating the fish ecosystem in the Great Lakes, and countless other examples in the U.S. and abroad!

The company boasts that there is little concern for this monstrous fish destroying the food chains of the ocean because, they proudly claim, they have rendered the "salmon-eel thing" sterile. What they do not shout is that the thing is 98% sterile. All the GM fish are females, and are at least 2% fertile. Hmmm. Margins of error.

The FDA intends to rule on whether you can tell if the fish is noticeably different in

taste or composition (nutritional profile) to other salmon, and that is as far as the learned scientists will go: no questions as to the issues of the disease inherent in fish farms: the only judgment is on size and growth patterns.

Ironically, this FrankenSalmon would have the same flaw as farm-raised salmon: a higher Omega-6 to Omega-3 ratio. Therefore, the salmon would not provide the main constituent that makes certain fish like cold-water anchovy and sardines so valuable—their high percentage of Omega-3 EPA and DHA!! But why dwell on facts.

Salmon is also consumed voraciously for its protein, and so their argument is that we could grow fish fast in controlled pens near cities and feed people. Fast food: not wild fish and not healthy food...just food owned by the patent-holders.

### 73 Fish a new trans-genic Species makes

Since there is an allergenicity associated with the parvalbumin of fin fish that affects 0.1% of the world population (and those people know it), the FDA has to survey the science presented to by the manufacturers to see if there is a cogent concern for this allergenicity possibly increasing in the FrankenSalmon. In one radio program discussing the Congressional hearings, a senior scientist for Consumers Union tore apart the presented research, showing that the "makers" had no data to make any conclusion that allergens would not present themselves in a products form a mass-manufactured production facility. The manufacturers tested a total of 73 fish (as a proof to introduce a new protein into our food chain), and tested for levels of markers that would never reasonably find a negative result, and presented this trite data

### DID YOU KNOW?

The three Herbal Formulations on sale by **Himalaya Herbal Healthcare** are comprehensively-studied through undeniable research. Effectiveness you can trust – **MindCare**®—79 total papers (45 clinical); **StressCare**®—160 total papers (136 clinical); and **ImmunoCare**®—121 total papers (clinical 110). Learn to recommend these formulas for immune support, stress concerns and for the benefit of all mental functions

hoping the scientists would be asleep, turn a blind eye or ignore what they were asked not to look for. The FDA questioned nothing, saying they could see no verifiable levels of harm in the data with these 73 fish in the data presented. Bingo.

The initial objections are valid. First, because a weak test was performed, does that mean that no allergens would appear in a world herded to mass consumption of this fish-eel thing? Doesn't the patent-holder have to present a greater degree of scientific certainty? There was loud objection that the data was sloppy, incomplete and that at least more study was necessary. The speaker for the manufacturer attacked the consumer advocate vehemently: his job as hatchet-man.

The two concerns raised—and there are probably more—were the manipulation of growth hormone (even in a sterilized animal) and the prospects for dangerous reactions upon human consumption. The second concern was for the actual manipulation of genes, and the effects on the end consumer, leading directly into concerns with insulin

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### IN THE NEWS

#### More Scientific Information concluding that natural triglyceride form fish oils are more bioavailable than free fatty acids or ethyl esters: possibly 50% higher

Are you sharing this information with your customers? Do you understand the distinctions? Note that most high EPA/DHA products are not triglyceride form!

Yet, Nordic Naturals only manufacturers Natural Triglyceride Form fish oils.

**Stock the finest Natural Triglyceride form fish oils:  
Nordic Naturals and Bluebonnet Nutrition**

[http://www.nutraingredients-usa.com/Research/Omega-3-bioavailability-Scientists-lift-the-lid-on-which-forms-work-best/?c=WqUgtFMVBwvtMUqk3GwHfG%3D%3D&utm\\_source=newsletter\\_daily&utm\\_medium=email&utm\\_campaign=Newsletter%2BDaily](http://www.nutraingredients-usa.com/Research/Omega-3-bioavailability-Scientists-lift-the-lid-on-which-forms-work-best/?c=WqUgtFMVBwvtMUqk3GwHfG%3D%3D&utm_source=newsletter_daily&utm_medium=email&utm_campaign=Newsletter%2BDaily)

- from researchers from the University of Copenhagen and Aalborg Hospital; Dr. Dyerberg.
- Aalborg Hospital is the largest hospital in Northern Jutland, Denmark.
- University of Copenhagen is the largest institution of research and education in Denmark
- Jorn Dyerberg MD, Professor, DMSc, Dr.h.c., (Copenhagen University Institute of Human Nutrition) is one of the world's leading authorities on the health benefits of Omega-3 fish oils. In 1971, Dr. Dyerberg published a landmark study in *The Lancet* regarding heart health. In the early 1970s, he led a research team that studied blood lipid levels among the Inuit population in Greenland. He has been involved in over 350 published studies on the subject.
- the tests included EE, rTG, FFA, and FBOs.

### BOOTH SCHEDULE EXPO EAST 2010

Bluebonnet Nutrition.....	2621
Nordic Naturals.....	1811
Himalaya Herbal Healthcare.....	1827
Aloe Life.....	2036
Essential Formulas.....	2415
Mushroom Science.....	2234
Surya Brasil.....	2467
Oxyent/Vitalah.....	1608
Sovereign Silver.....	2037
Olbas Herbal Remedies.....	3241
Bass Brushes.....	2088





**Sales, Sales, Everywhere are Sales**  
**Winter is Liquid Herbal Extract Season**  
 Highlight & Profit from the Herb Pharm  
**Winter Immune Promotion**

**EXPO EAST SHOW SPECIAL**  
**\$100 - 499 15% OFF**  
**\$500+ 20% OFF**  
*(before discount)*

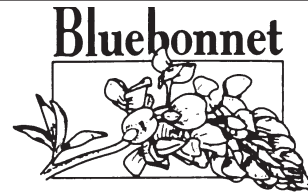
Buy-in Dates: October 11-22  
 Remember to mention Show Discount when placing order/  
 Discount available on direct wholesale orders only

**HERBAL TELE-TRAINING SERIES: DIGESTIVE HEALTH**  
 - FEATURING:

Chamomile liquid extract • Ginger liquid extract  
 Peppermint Spirits • Digestive Bitters Compound  
 Neutralizing Cordial Compound

**October 21st, 2 + 7 PM**  
 Ask your BMC rep for details, links + call-in number

Not represented by BMC in NJ



**New Items in October**

Ask your BMC rep for details + launch dates  
**Liquid Vitamin D**

400 iu, 1000 iu and 2000 iu, citrus

**Icelandic Cod Liver Oil liquid**

Icelandic Cod Liver Oil liquid softgels, lemon

**Bluebonnet Sports Line**

"look for the black cap"

- l-arginine 1000 caplets
- l-glutamine powder
- amino acid 1000

and the launch of the 8pak trials sizes of  
**why protein packets and dual action protein**

**Expo Trade Show Deal**  
**18% OFF Line drive**

one (1) order during buy-in dates October 11-22 must  
 mention "Show Deal" when placing order

EXPO EAST BOOTH 2621

Not represented by BMC in NJ, SC



**15% OFF Mix & Match Select Items**

- Herbal Formulations  
**Stress, Brain & Immune Formulas**  
 ImmunoCare® 120 + 240 Vcaps  
 MindCare® 60 + 120 Vcaps  
 StressCare® 120 + 240 Vcaps

- **ALL Himalaya Pure Herbs**  
 • **60 Gluten-Free Caplets**  
**No Magnesium Stearate or binders**

- **Organique by Himalaya Personal Care**  
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Exfoliating Walnut & Wood Apple Face Scrub  
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 Neem & Turmeric Face Wash  
 Neem & Turmeric Cleansing Bar  
 Nourishing Face Moisturizing Lotion  
 Nourishing Night Cream  
 Refreshing Lavender & Rosemary Cleansing Bar  
 Soothing Lotus Flower LipCare (24 display)

**EXPO EAST SALE Special for EXPO East Attendees**  
**15% all supplements & personal care.**  
**Shippers 25%**

EXPO EAST BOOTH 1127



*Pure and Great Tasting Omega Oils*

**Back in stock...**

**#53787 - Baby's DHA 2oz**

for baby, Nordic Naturals fish oils surpass all national &  
 international pharmaceutical standards for freshness. Every batch  
 of Nordic Naturals fish oils is 3rd-party tested to guarantee  
 exceptional freshness + purity levels, & is free from heavy metals  
 and environmental toxins. **\*\* Purity unparalleled!**

(\*\* no detected levels of heavy metals at 0.1 ppm.; dioxins at 2.0 ppt; dioxin-like PCBs at 1.0 ppt)

*Baby's DHA is a natural triglyceride form fish oil for optimal absorption*

**Award-winning Products, Superior Technology**  
**Freshness & Purity Guaranteed by 3rd Party Testing**  
**NOT an internet discount line!!**

**Demos, Coop Advertising: supporting Your store**  
**Superior absorption Natural Triglyceride products**  
**Products for every customer need in many sizes**

Nordic Naturals leads on the issue of ocean sustainability  
 Visit the Nordic website, <http://www.nordicnaturals.com/planetnordic>

and click on the subjects, **"Sustainable Fishing Practices,"**  
**"Facts on Overharvesting."**

**Expo East Deals**

**For show attendees: ask your BMC rep for details**

EXPO EAST BOOTH 1811

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## October Promotion

Promo so successful it is extended one more month

**15% OFF Mix & Match  
12 cannisters  
New Stores!!**

*Original Juvo, JuvoSlim,  
Juvo SuperFood, JuvoFood*

ORAC VALUES (Estimates)/serving size

**Original Juvo 1477/40g**  
55 ingredients for an on-the-go meal.

Best-seller. USDA-Certified Organic by QAI

**JuvoSlim 4200/40g**

Slimming, weight-loss + proper nutrition.  
USDA-Certified Organic by QAI

**Juvo SuperFood 547/6g**

Darker Green color; immune booster  
USA-Certified Organic by QAI

**Yoga Food 7040/40g**

Highest ORAC value; contains calming  
herbs. USDA-Certified Organic by QAI



INTERNATIONAL

Health Education • Health Products • Aloe Vera

## October Sales Promotions

### 1. Personal Gel 4 oz

**15% OFF** in units of 12 ea.

Personal Gel Lubricant is a silky non-staining gel that is very healing to delicate tissues, and works wonderfully for menopausal women experiencing dryness or active adults. With Organic Aloe Vera, Calendula, Allantoin, Vitamins A, E, D + Zinc, this formula is very soothing and effective in restoring a natural moisture balance. Free of strong scents and unnecessary manufacturing aids, this formula performs well, is cleaner than similar products and reports have verified for years that it works!! Great for women experiencing unhealthy tissue, Chronic Yeast Infections, Chemo-Therapy, Menopause, Dryness and Sensitivity. Gel is not a spermicide or contraceptive. Safe if ingested. Safe for Latex. For dryness or lubrication, this product pleases! Try it you will love it! 4 oz.

### 2. Daily Greens

Buy six (6) powders, get three (3)

Daily Greens tabs **FREE**

### 3. Expo Attendees

Buy 2-6 cases, get **10% OFF**

Buy 6 + cases, get **20% OFF**

Show attendees only

EXPO EAST BOOTH 2036



## Essential Formulas is excited about the East Coast launch of Dr. Ohhira's Propolis PLUS:

**Propolis PLUS**, the newest product from Dr. Ohhira's renowned line of award-winning dietary supplements, combines a unique & consistently-potent Brazilian Green Propolis with Flax Oil Omega-3s, complete probiotic support, and the anti-inflammatory antioxidants Vitamin E + Astaxanthin. There is simply no other single-product combination like this on the market today!!

Join Essential Formulas at booth 2415 for two book signing events:

*The Truth About Beauty* author, Kat James

- Thursday, October 14th at noon.

and *Fat Flush for Life* author,

Ann Louise Gittleman Ph.D.

- Friday, October 15th at 1 pm

### EXPO EAST SHOW DEALS

**15% OFF** with a mix/match of 24 or more items.

**10% OFF** all other orders w/free shipping on all show orders.

Registered Vegetarian by the American Vegetarian Association. *Certified Vegan*: Dr. Ohhira's Kampuku Beauty Bar, Dr. Ohhira's Essential Living Oils. *Certified Vegetarian*: Dr. Ohhira's Probiotics 12 PLUS, Dr. Ohhira's Propolis Plus

EXPO EAST BOOTH 2415



Time to STOCK UP for Olbas® Season

**Expo East Show Deals  
10% LINE DRIVE & COUNTER  
DISPLAYS**

**15% FLOOR DISPLAYS**

Buy-in dates: Oct. 1-30

Olbas® Floor Displays are a great way to increase sales of all Olbas® products and fill every section with the versatile selection of products. A great time to get a goodie bag of samples when buying direct...

## Olbas® Herbal Remedies

**Olbas® Oil:** carry all three (3) sizes at this time of year—32 oz. .82 oz, 1.65 oz.

**Analgesic Salve** (1 oz tube)

**Cough Syrup** (4 oz)

**Herbal Bath** (4 oz. + 8 oz. bottle)

**Inhaler:** carry the counter display, and the clip strip in many places for solid sales

**Instant Herbal Tea** (7 oz can)

**Lozenges:** 24 ct

**Pastilles:** 1.6 oz box

VISIT OLBAS BOOTH #3241 to place your Show Order & Pick Up Your Free Gift!

View Olbas' New Film, and find out how you can win an Apple® iPad From Olbas®



Topically Applied Herbal Answers

## October Direct Deals

- Zero Zits Creamy Kleanzer: Moisture Marvel For normal to dry skin
- Sea Bath: Cold & Flu
- Sleep Rescue®
- Exfolio Crème: Chamomile

**15% OFF**

for Direct Orders only

### Exfolio Cremes: NEW + NICE

Natural Moisture Rescue Polishing Creams. Luxurious Exfoliation Without the Aggravation—No Stirring, Mess or Spills!

### Crystal Sea Baths:

Botanical Seaweed Baths  
Gluten free + Vegan

### Sleep Rescue®:

The world's FIRST topically applied sleep aid!

*Guaranteed effective safe and natural, herbal and aromatherapy alternatives*



Brushes

*Finest Quality Hair, Body and Skincare Accessories*

**Expo East Show Deal**  
*for attendees only. orders placed at the show*

**25% OFF + FREE SHIPPING**

### Did you know?

Bass Brushes are not just the oldest and largest Hair and Comb company in the natural channel. They also carry an exceptionally wide range of Bath and Body Tools as well. As we enter the season where more people buy bath products, consider expanding your set to include these finest-quality products.

- 100% Natural Bristle Body Brushes
  - Loofahs
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[www.thehairdocompany.com](http://www.thehairdocompany.com)  
since 1979

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**Remember**

The next 6 weeks are the premiere weeks for hair coloring in the entire year

**Expo East Show Deal**

Stock up, end-cap, promote and educate

**25% OFF\***

\*Show Deal

for attendees only

stores that bring orders to the booth at the show will get a discount **25% OFF** the orders and other treats

*New products in the works: hear the news 1st at Expo East*

EXPO EAST BOOTH 2467

**PERFECT<sup>®</sup>  
ORGANICS**

**Join the Organic  
Beauty Revolution**

**Expo East Promotion**

**15% OFF LINE  
DRIVE\***

*\*All items except Lip & Cheek  
Shimmers*

New and Existing accounts

\* on orders placed between

October 11-22

**Shea Butters**

**Ultimate Body Wash**

**Bath Therapy**

**Vegan Shea Lip Balms**

**Ultimate Body Scrubs**

**Body Glow**



**NEWTON**  
*homeopathics*

*Nurturing Naturally Since 1987*

**Amazing Opportunity**

Because Newton Homeopathics™ will be introducing new labels in November, they are discounting their entire OTC line in October.

This act will allow you to discount your older labels and make room for the new labels in November.

Take advantage of this deal, but don't over-order as there will be NO swap out for older labels once the new labels appear

Advertise sales all month long to reduce inventory, and get ready for newer better labels that precede the new Homeopathic label requirements!

**20% OFF**

**October line drive**

New labels to ship November 1  
*Ask your BMC rep for details on how to make this work for you.....*

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**immune**  
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Stock up, Sell and  
Help**

*Every Year more and more people are finding the benefits of Immune Health Basics Wellmune WGP<sup>®</sup> as the essential daily immune support*

**October Special**

**6 each per SKU 10%**

**9 each per SKU 15%**

**12 each per SKU 20%**



**MushroomScience<sup>®</sup>**

**October Promotions**

Shiitake 90 Vcaps 300 mg  
(# 11122)

Tremella 90 Vcaps 300 mg  
(#87888)

Coriolus PSP (30%) 90 Vcaps  
(86818)

**20% OFF**

minimum of 3 each  
not to be combined with other purchases  
must mention "BMC October promotion"  
when placing order

**Expo East Show Special**

**20% OFF** for existing customers, line drive

**BUY 2 GET 1** for new customers

orders placed October 14 – 22

Tremella, (*Tremella fuciformis*), also called Silver Ear Mushroom, is prized as a youthful skin tonic, traditionally recognized to help make the skin, moist, smooth and pliable. Now being used in high-end skin cosmetics, Tremella is recognized to hydrate the skin.

EXPO EAST BOOTH 2234



**Expo East Promotions**

**10% above existing price structures & discounts for orders handed in at Boston trade show**

*In addition*

Ask your BMC rep about the simple year-round ways to save on Sovereign Silver

**A family of products you want in every household:**

Silver Hydrosol 2 oz dropper

Silver Hydrosol 4 oz dropper

Silver Hydrosol 8 oz dropper

Silver Hydrosol 16 oz dropper

**2 oz Vertical spray Silver Hydrosol**

**2 oz Fine Mist spray Silver Hydrosol**

**Homeopathic First Aid Gel 1 oz pump**

**Homeopathic First Aid Gel 2 oz pump**

EXPO EAST BOOTH 2037

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## Salmon®

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and with cancer. The bottom line is that you cannot make sound conclusions from a lack of data, deliberate or not. The FDA should have unequivocally thrown the case out. (but the businessman is the boss in Congress, not the scientist!)

### The Process

The question would have to be, was this a political assessment or science. Most telling, for such an important landmark decision, only one person on the FDA panel making the decision was a fish scientist. I guess the other powerful and well-connected Board members are just smart about all science. Interestingly, this issue is not considered a "food" question—though they are concerned with food safety—but rather is part of the new world question of an "animal drug." The FDA was in judgment of a growth hormone placed in an animal: funny, the ironies of life. Bad for Mark McGwire; good for all of us in our daily food!

Again, the major issues are never brought up in the room in the world of political sham theatrics: the facts are mute as the actors read their lines. The issue is profit. The issue was not the cleanliness, the betterment, the safety of the food: it was an uninformed panel deciding whether a company could do business. It was about steamrolling the profit motive forward to benefit—not the scientific inventor or the unattending public—but the brazen businessperson. It was playing God for profit.

Actually, I am shocked that we hear nothing from the religious communities on this. Nothing.

Food safety: a disregarded issue. Environmental safety. The company brags that the product will be indoors (special lighting) removed from other fish. None of the esteemed panel members had the decency to ask that once the patent was allowed to be produced, what would stop the company from selling eggs to other countries, where outdoor pens would be cheaper? A child could see danger in this poor argument. No, ask a few questions and then go to lunch at the same restaurant as the entrepreneurs. Process.

### Labelling

Everyone understands that we have already lost the battle. Americans are asleep, no one will notice. The battle line has been set at the defense's one yard line, labeling. Maybe, after this mistake is codified, we can get labeling to note the FrankenSalmon.. Weak defense is always the worst strategy, but consumer groups are impotent when Congress wants to assist business (think about the jobs created in Panama!). This product will never be sold in Europe, where they despise genetically-modified "materials." It will be our food and our health and our disease states.

The noble warriors want to win a pyrrhic battle with labeling. But they won't. The FDA has rules that are neatly written. There is no need to label this product as anything

but the salmon it is. Who is Congress to make a ruling to stop the progress of pseudo-science: human entrepreneurship is infallible! Without verifiable evidence on concerns for allergenicity, there will be no label designations!! The argument is over: heard in hastily assembled hearing-room that was loud enough to make the evening news to let you know process was followed.

Even the FDA, which declined to make a decision on the first day of the hearings, "had to" forge forward with plans to decide whether the product should be labeled separately if they ever ruled in favor of the decision later—the beauty of the perverse dance of power—and of course the rules will be written for the foregone conclusion. Note

that although the FDA could not draw conclusions, all the press commented that everyone knows this will happen; so of course the rules need to be instituted, codified.

You don't codify something you will never pass!!

Enter the good guys. Currently Dennis Kucinich (D, OH) is prepared to present a Bill that would force the issue of labeling genetically-modified FrankenSalmon. He points the finger correctly saying, "This to me raises questions about who the agency is protecting...They are clearly protecting industry and not the public." From a supposedly neutral newspaper, "The FDA says it cannot require a label on the genetically modified food

### HOW TO KNOW "WHAT TO SAY"

Hong Kong, September 2010

Leading virus experts urge "health authorities" to stay vigilant against the bird flu virus, while admitting that the recent swine epidemic never materialized. In August (2010), the swine flu epidemic was officially declared over. After great publicity (and huge profits to security and pharmaceutical channels), the final death toll was recorded at 18,600: far below the millions the threats conjured.

How can we, health care advocates, keep people involved when the "health authorities" are so irresponsible?

Keep the faith: preaching preventative health care, homeopathic preparations, adaptogenic herbs, medicinal mushrooms, Wellmune WGP® beta glucans, quality – manufactured antioxidants, pure water, Organic/local/fresh and raw foods, exercise, rest and meditation. As the cacophony of talking heads and experts lose credibility, the natural foods store is rising as the source of truthful information for local community health.

# oxylent®

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## Exciting New Items

Award-winning Vitalah offers two new multivitamin drinks:

- **Children's Oxylent**  
Multivitamin drink  
bubbly berry punch  
30 stick packets per box:  
children 5+ up
  - **Prenatal Oxylent**  
Multivitamin drink  
No sugar added: *Sparkling Cranberry Raspberry*  
Official prenatal vitamin of the *American Pregnancy Association*
- Ship date expected mid-October; ask your BMC rep

## Expo East Show Deals

**20% INTRODUCTORY OFFER**  
with any 12 box opening order  
**20% OFF 24-unit Floor Display**

Ask your BMC reps for new price lists and intro deals

EXPO EAST BOOTH 1608

Not represented by BMC in NC

# AROMA LAND

Where are you buying your Aromatherapy supplies?

**Aroma Land can make your aromatherapy section come alive**

- Carrier Oils
- Candle Diffuser
- Empty bottles
- Passive Diffusers
- Room Sprays
- Gifts Baskets
- Unscented AromaFree Bodycare products
- and a complete selection of essential oils and Organic essential oils



once it determines that the altered fish is not "materially" different from other salmon—something agency scientists have said is true." (when you read something enough, it will often appear to be true...)

Does Congress fear the public on this issue? No, they have us all distracted with their Kabuki comedies and inferior election candidates. Will business balk? No, others will just look to get into the act. Will public sentiment stop the folly? No, discounted salmon will rule the day at walmart.

*What will it take to get you Motivated?*

## Honor wild salmon

A truth: the larger species of fish in our waters are being devastated. We should buy based upon sustainability, and define our own ethical parameters and live by them. Salmon is not the only fish we can live on, and we cannot live on salmon long if we disrupt its breeding patterns. Consider Alaskan salmon a delicacy, not the main daily course. Preserve our American wildlife and let the salmon stocks soar, not dwindle.

## Distrust people who tell you this large fish is a renewable resource

Think about what you are told in advertising and question everything. Be smart. Smaller fish are better for general use as opposed to larger fish. A fish that procreates prodigiously with a shorter growth cycle is more renewable than a large fish that lives longer. Kill a 3 year-old salmon and wait three years for a new one, or consume a smaller anchovy and sardine and know the stocks have renewed before the food got to table...which is better?

The people who love the oceans and the animals who live there speak against both krill and against the harvesting of higher

## IS IT THE ECONOMY?

The economy seems to be getting better by the day despite the resistance of the politically-motivated. The majority of health food stores—small and big—are moving forward with increasing business and optimism in future success. And still, some stores and regions continue to suffer. What are the successful stores doing at this time to bring in new customers? To have their good message heard? To expand in a weak economy and with the constant encroachment of the mass channel and the internet?

**Is it the economy?** All stores need to have those meetings to consider if their sales plan and business models are adjusting with time. All stores need to evaluate their inventories (too much reliance on distributor products?), the presentation of the message within the store; and to reevaluate their mission statements and store personality.

If many stores are briskly moving forward, then any store should be able to be able to stabilize and grow in this market.

food-chain species. No one speaks against the ethical harvest of the pelagic species like anchovy and sardines. Reference the *Monterrey Bay Institute*, not Youtube. Be smart: companies are out to trick you, but the world scientific consensus is normally dependable. Use your brain, and simple logic and move away from the bigger fish and toward small, cold water fish.

Note that only 3% of the ocean's harvested fish right now are used for nutritional supplementation. Nearly all the other 97% is for human protein needs, fish meal and feeding fish farms. Beware motivation and surreptitious persuasion, make your own decisions and be utilitarian with your facts when educating the public that turns to you (not the shark-salesperson) for the truth.

## Nordic Naturals is an Industry Leader on the Questions of Sustainability.

**Nordic Naturals** started the dialogue in our industry on sustainable sources of fish for nutritional use a decade ago. This fact is historically relevant. There is a reason that

Nordic Naturals would never use salmon. Their sourcing of northern Arctic Cod is deliberate, as this is one of the most beautiful fish in the ocean. And because the *Norwegian Ocean Research Institute* is one of the most respected environmental fishing agencies in the world. Nordic associates itself with the *Organization of Norwegian Fisherman* (ONF) and these fisherpeople are environmentalists and they care for the renewable energies of the ocean with a spirit similar to the Native American.

It is important to align with trustworthy companies. The U.N. estimates that ¾ of the planet's fish stocks are already harvesting to their maximum limit. Harvesting smaller, more renewable fish for nutrition is not only providing the best fish, but is the most ethical decision. Nordic Naturals only harvests from abundant waters, using three fish that are not endangered. Nordic supports and educates (using the facts) in the need for stronger fisheries management. Ask your BMC rep for a paper defining a trail of facts that prove our decisions smart and admirable. Nordic Naturals has secured a safe and sustainable vertical pipeline of fish that are wild, and handled to preserve the benefits of nutritional value, cleanliness, purity and freshness. Their 3rd Party testing shows their product to be unparalleled.

## Get involved and stay involved

Neither progressive Congresspeople nor public safety advocates can do what you can do. You talk with people all day, every day. You influence lives and opinions. Talk about these FrankenSalmon. Pledge to work hard to stop this product from reaching market. Put the sinister and greedy out of business. Treasure truth and trust those who speak it

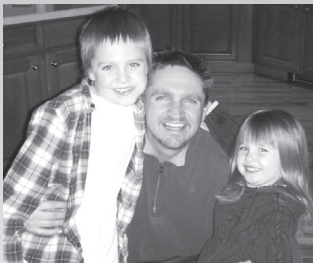
The final facts are most important:. FrankenSalmon will not provide Omega-3 EPA + DHA. The best sources of these nutrients are renewable wild fish, especially the smaller species anchovy and sardines.

In conclusion, I ask you to reference Purdue studies (Muir and Howard, 1999; 2004) that postulate that if 60 genetically-modified fish were bred into a pool of 60,000 wild fish, that the wild fish would be extinct within 40 generations.

*continued on page 8*

## "WE ARE HEALTH FOOD PEOPLE"

### Chris Peruzzi, Field Sales Manager, Nordic Naturals



I am in my fifteenth year as a professional in the Natural Products Industry, but was raised "walking the walk" my whole life. My parents have always been interested in health and good nutrition, so when the opportunity presented itself to me to join a company that sold herbs, I jumped at it. I have been involved professionally ever since. My past positions include: Sales Rep, West Coast Regional Sales Manager, National Sales Manager, and Independent Sales Broker. I now hold the position of Field Sales Manager for Nordic Naturals, and manage 90 sales people

across the entire United States, as well as the key contact for National Accounts, and key regional chain accounts. I reside in Evergreen, CO, and travel on average every other week, and very much enjoy all of the people I work with, the accounts that we sell to, and ultimately sell the highest quality fish oils to the end user...the consumer. Representing a line like Nordic Naturals is a wonderful place to be, knowing that we are providing the highest quality fish oils available to better the public's health concerns.

I have been associated with Michael Hennessey as friends for quite some time now, and am glad and fortunate to work with him after all of these years. It is my privilege to work with an association like Blue Moose Consulting due to their level of integrity, and knowing that they too not only "talk the talk", but "walk the walk."

The photo is of my children (Stefan and Alyssa), and myself...they are my number one mission in teaching about nutrition, health, and life!



## Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

### GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY EMAIL, SEND YOUR REQUEST TO MICHAEL@BLUEMOOSECONSULTING.COM

**VISIT US AT OUR WEBSITE!**  
**WWW.BLUEMOOSECONSULTING.COM**

*"If you don't read this newsletter every month, you are missing something."*

## Salmon®

*continued from page 7*

### Sound bites

The facts seem to be thus: there are currently 2 billion acres of genetically modified farmland. If we believed in a law of averages, we are playing with fire on the Land, and we are tampering with our waterworld when we impose human intent on the natural order. There are many people paid good money to gather facts to push these "advancements" through, and many facts will be distorted to win argument. After the template for fish—easy to grow and test—has been established, the world is open to a wild west of human tampering with the food supply. If we intend to continue to eat to survive, we are doing the worst thing imaginable by allowing this: destroying our food supplies.

Don't listen to the soundbites, seek the truth from your own knowledge, deep within.



### Further Reading:

[www.foodandwaterwatch.org/press/press-releases/public-still-in-the-dark-on-transgenic-salmon/](http://www.foodandwaterwatch.org/press/press-releases/public-still-in-the-dark-on-transgenic-salmon/)

[www.nwifc.org/about-us/](http://www.nwifc.org/about-us/)

[www.nmfs.noaa.gov/fishwatch/species/sock\\_salmon.ht](http://www.nmfs.noaa.gov/fishwatch/species/sock_salmon.ht)

[www.edf.org/page.cfm?tagID=15700](http://www.edf.org/page.cfm?tagID=15700)

[www.edf.org/page.cfm?tagID=16536](http://www.edf.org/page.cfm?tagID=16536)

[www.nutraceuticalsworld.com/contents/view/17804](http://www.nutraceuticalsworld.com/contents/view/17804)

[www.msc.org/newsroom/news/norwegian-cod-and-haddock-fisheries-obtain-msccertification?fromsearch=1&isewssearch=1&b\\_start:int=40](http://www.msc.org/newsroom/news/norwegian-cod-and-haddock-fisheries-obtain-msccertification?fromsearch=1&isewssearch=1&b_start:int=40)

## How to Reach Blue Moose Consulting

*Call as often as necessary: we want to be of assistance*

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Michael@bluemooseconsulting.com • www.bluemooseconsulting.com  
PO Box 557 • Falls Church, VA. 22040-0557  
3509 Connecticut Ave., NW, # 150 • Washington, DC 20008

### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com  
800-580-8866  
fax: 1-281-240-3535  
Sugar Land, TX 77478

#### Newton Homeopathics

www.newtonlabs.net  
800-448-7256 • 770-922-2644  
fax: 1-800-760-5550  
Conyers, GA 30012

#### Himalaya USA

www.himalayausa.com  
800-869-4640  
fax: 713-863-1686  
Houston, TX 77042

#### Perfect Organics, Inc.

www.perfectorganics.com  
703-734-2434 • 800-653-1078  
fax: 703-852-7199  
Merrifield, VA 22116

#### The Hair Doc Company

www.thehairdoccompany.com  
800-7 hair doc • 818-882-4247  
fax: 818-341-3104  
Chattsworth, CA 91406

#### Aromaland, Inc.

www.aromaland.com  
1-800-933-5267  
Santa Fe, NM 87507

#### Vitalah, LLC

www.vitalah.com  
831-724-6300  
fax: 831-761-3648  
Watsonville, CA 95076

#### Herb Pharm

www.herb-pharm.com  
information: 541-846-6262  
orders: 800-348-4372  
fax: 800-545-7392  
Williams, OR 97544

#### Aloe Life International

www.aloelife.com  
619-258-0145  
orders: 1-800-414-ALOE (2563)  
fax: 619-258-1373  
San Diego, CA 92107

#### Essential Formulas, Inc.

www.EssentialFormulas.com  
972-255-3918  
fax: 972-255-6648  
Farmers Branch, TX 75234-8906

#### Immune Health Basics

www.immunehealthbasics.com  
651-675-0300  
fax: 651-675-0400  
Eagan, MN 55121

#### Olbas/Penn Herb Co., Ltd.

www.olbas.com • pennherb.com  
215-632-6100  
orders: 800-523-9971  
fax: 215-632-7945  
Philadelphia, PA 19154

#### Well-in-Hand:

#### Epic Herbal Medicinals

www.wellinhand.com  
434-534-6050 • 888-550-7774  
fax: 434-534-6040  
Forest, VA 24551-1200

#### Nordic Naturals: Pure and Great Tasting Omega Oils

www.nordicnaturals.com  
800-662-2544 • 831-724-6200  
fax: 831-724-6600  
Watsonville, CA 95076

#### Natural-Immunogenics Corp./Sovereign Silver

www.natural-immunogenics.com  
888-328-8840 • 954-979-0885  
fax: 954-979-0838  
Pompano Beach, FL 33069

#### Mushroom Science

www.mushroomscience.com  
888-283-6583 • 541-344-8753  
fax: 541-344-3107  
Eugene, OR 97405

#### Surya Brasil

www.suryacosmetics.com  
877-997-8792 • 718-267-9696  
fax: 718-267-9648  
Long Island City, NY 11105

#### Erom, Inc./Juvo

www.gojuvo.com  
714-562-1515 •  
800-558-Juvo (5886)  
fax: 714-562-1516  
Buena Park, CA 90620

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**Support all the lines we represent: Independence, Quality, Strength**

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